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MEASUREMENT AND MEANINGS

Techniques and Methods of Studying Occupational Cognition

Anthony P.M. Coxon
and
Charles L. Jones

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Softcover reprint of the hardcover 1st edition 1979

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First published 1979 by
THE MACMILLAN PRESS LTD
London and Basingstoke
Associated companies in Delhi
Dublin Hong Kong Johannesburg Lagos
Melbourne New York Singapore Tokyo

Typeset by
CAMBRIAN TYPESETTERS
Farnborough, Hampshire

British Library Cataloguing in Publication Data

Coxon, Anthony Peter Macmillan
Measurement and meanings –
(Edinburgh studies on sociology)

1. Occupational prestige

2. Social surveys

I. Title II. Jones, Charles L

III. Series

301.44'4'018 HT 675

ISBN 978-1-349-03350-8 ISBN 978-1-349-03348-5 (eBook)
DOI 10.1007/978-1-349-03348-5

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Preface

This book describes a number of methods for the collection and analysis of sociological data. We think that these methods are likely to be useful to research workers in sociology, psychology, marketing and government. The material is presented as a series of technical appendixes to the empirical chapters in two previous books: *The Images of Occupational Prestige* and *Class and Hierarchy* (both published by Macmillan). There may possibly be one or two readers who are sufficiently interested in methodology for its own sake that they will feel able to read this book by itself. However, most people will find it easier to read it in conjunction with the relevant chapters in the other two books.

The methods of data analysis that we discuss are mostly new to sociology. They include (a) multidimensional scaling in a number of forms; (b) statistical analysis of directional data; and (c) computer-aided content analysis. This book can be regarded as a 'How to do it' guide for these methods. Our data collection methods also have novel features. Perhaps our use of free and constrained sorting methods will be of most interest to sociologists.

ACKNOWLEDGEMENTS

The research reported in this volume was made possible by two grants from the (British) Social Science Research Council, over the period from May 1972 to December 1975 (HR/1883/1 and HR/1883/2). We gratefully acknowledge this support. We are also grateful to our various universities for providing computer time.

We again thank our research staff who bore the brunt of most of the exacting interviewing and of much of the data analysis work. A large number of people have had to cope with the often illegible and complicated written versions of this volume, and turn it into reasonable typescript. We are particularly grateful to May Fraser in Edinburgh, who stayed with us as secretary throughout the Project. Our thanks are also due to Vijaya Bharatha, Chris Downey, Shirley McGill and Jackie Tucker in Hamilton, and Jacque Markie, Myrtle Robins and Margaret Simpson in Cardiff, for secretarial help.

Grateful acknowledgements are also due to Mike Anderson, Frank Bechhofer, Bob Blackburn, Scott Boorman, Tom Burns, Mike Burton, Lillian Brudner, Aaron Cicourel, Peter Davies, Tom Fararo, Moshe Hartman, Eddie Laumann, Ken Macdonald, Noel Parry, Peter Pineo, Ken Prandy,

Mike Prentice, Michael Stephens, Sandy Stewart, Phil Stone, Doug White, Harrison White, and (not least) John Winckler. Their critical comments have been appreciated, though not always heeded.

Throughout the Project, Doug Carroll of Bell Laboratories, Jim Lingoes of the University of Michigan and Eddie Roskam of the Catholic University of Nijmegen have given freely of their expertise in the scaling area; we owe them an especial debt of thanks.

Finally, our special thanks to Monnie Coxon who provided support, advice and sustenance throughout the project.

As in *The Images of Occupational Prestige* and *Class and Hierarchy*, the authorship of the book is truly joint; and, as always in our publications, we have adhered to the rule that 'Gentlemen publish in alphabetical order'. However, there has been some specialisation. Coxon was responsible for the appendixes concerned with the analysis of similarities data, the analysis of free grouping data, the analysis of hierarchies data, and content analysis with the General Inquirer. Jones was responsible for the appendixes concerned with the analysis of rankings and ratings data, and the analysis of sentence frames data. The descriptions of the fieldwork are based on technical reports produced by our research staff, and particularly by Mrs Francoise Rutherford.

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